

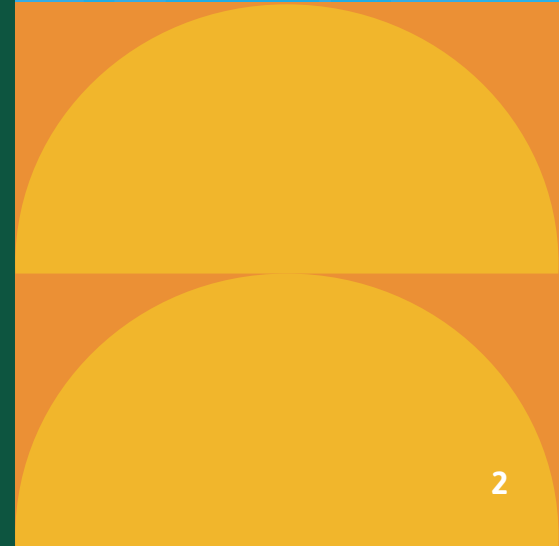
# Meet the *unAgency*



**healthcraft**  
**creative**  
**solutions**

## The *unAgency* Promise:

- **Creative Problem Solving**
- **Industry Expertise**
- **Flexible Solutions**



# Achieve Your Goals



**Stand Out from  
the Crowd**



**Drive  
Growth**



**Impact  
Staffing**



**Reduce  
Overhead**



# Our Solutions



**Branding &  
Strategic Messaging**



**Dynamic  
Marketing**



**Website Development  
& Enhancement**



**Market Mover™  
Analytics**





# Branding & Strategic Messaging

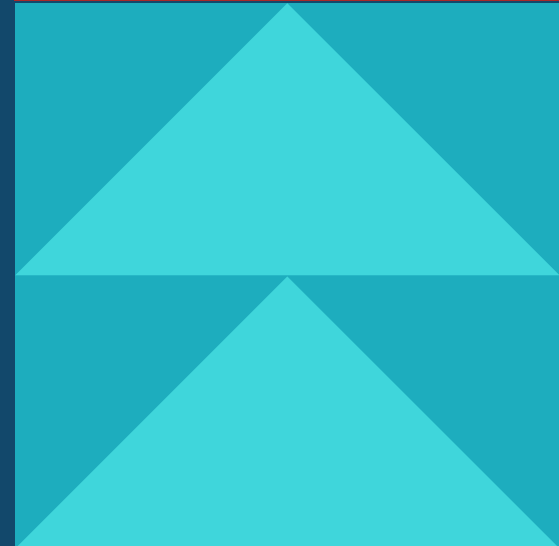
Build a firm foundation for success with messaging designed to clearly articulate your value.

## Development or Refinement:

- Key messaging
- Value proposition
- Elevator Pitch
- Mission and vision
- Customer profiles

## Brand Identity:

- Naming
- Logo/imagery
- Brand guidelines



# Dynamic Marketing

Drive business results with traditional and digital strategic assets designed to inform and entice.

## Campaign Development

### Email Marketing

### Search Engine Optimization (SEO)

### Request for Proposals

### Content Marketing

### Sales Collaterals

### Video Development

## Social Media Management

- Monthly content, graphics and posting
- Daily monitoring
- Ad placement
- Platform identification and expansion
- Platform-specific training
- Monthly analytics report and strategy sessions



# Website Development & Enhancement

Make a lasting impression with a new modern website or get an upgrade to your current site.

**Responsive Website Development**

**Website Refresh**

**Landing Page Creation**

**Ongoing Site Maintenance**

**Blog Management**

**Digital Footprint Audit**

- **Website:** Identifying strengths and opportunities
- **Social media:** Review and recommendations for current participating platforms
- **Reviews:** Survey of existing review platforms with recommendations for best practices



# Market Mover™ Analytics

Uncover the wants and needs of a local market and craft compelling data stories to illustrate your impact.

## Opportunity Assessment

- Market overview
- Referral patterns
- Provider patient breakdown

## Prospect Profile

- A concise view of prospective clients' needs

## Healthcraft Storyteller

- Showcases location-specific quality outcomes data

## Collaborative Sales Planning

- Targeted plan development to address market needs
- KPI creation and tracking
- Community/physical plant assessment

## CRM Consulting & Management

- Customized dashboard development, census and occupancy impact analyses and more.







# Our Work



# Brava | Smart Oven

## Effortless In-Home Cooking for Premier Senior Living

Maximize Move-Ins

brava

**Differentiating your community is more important than ever.**

Offering Brava to your residents is an attractive amenity that elevates your community as a premier living option while providing a unique tool to help them prepare high-quality, healthy meals quickly.

- Simply.**  
Seniors can cook well-rounded, nutritious meals at the push of a button with pre-loaded recipes and multi-zone cooking.
- Safely.**  
Brava stays cool to the touch, has an automated shut off and uses Pure Light Technology, so it's safe for seniors to use independently. Plus, it automates cooking. No more juggling hot pans!
- Swiftly.**  
Brava lets seniors cook a full meal 2-4x faster than conventional ovens so they can spend their time doing what they really love.

To learn more about bringing Brava to your community, contact:

Darin Leonardson, Brava Senior Living Consultant  
425-269-6206  
darinleonardson@brava.com

## B2B Flier

"You mean I don't have to bend over to open the oven anymore?"

brava

Maximum flavor. Minimal fuss.

brava

## Social Media

## Effortless In-Home Cooking for Premier Senior Living

Maximize move-ins with the world's best smart countertop oven

brava

**Differentiating your community is more important than ever.**

Offering Brava to your residents is an attractive amenity that elevates your community as a premier living option while providing a unique tool to help them prepare high-quality, healthy meals quickly.

- Simply.**  
Ovens well-rounded, nutritious meals at the push of a button.
- Safely.**  
Stays cool to the touch and uses Pure Light Technology, so it's safe to use independently.
- Swiftly.**  
Cooks full meals 2-4x faster than conventional ovens.

**Experience the power of Brava.**

SET BRAVA HOME

"I'm excited to feature Brava ovens as incentives for move-ins."

Danny Eckstein  
CEO of Cornerstone Life Care Community

## The New Standard for Senior Living

The senior living industry is changing, in part because seniors' desires are changing. With Brava you can deliver more than great care to help residents age in place - you can help them thrive.

- Joy & Convenience**  
Replaces a panini for cooking by simplifying the process. With faster cook times, residents can have more time to enjoy the around your community.
- Health & Safety**  
Prepares healthy meals safely with no open flame, no juggling hot pans and an automated shut-off.
- Smart & Chic**  
Drive occupancy and revenue with this attractive amenity. Brava makes a smart addition to a traditional apartment or luxury living.

Maximize move-ins at your community with the Brava smart oven.

Ready to talk? Schedule a call:

LET'S CONNECT

Request additional information:

First Name  Last Name

Role  Email

Company Name

SUBMIT

## Website

## Empower Your Residents: Combat Cognitive Decline with Brava's Innovative Solution

brava

Dear Valued Customer,

**71% of Adults (50-80) Enjoy Cooking**

Did you know that 71% of adults confident cooking with basic ingredients?

The Brava Smart Oven is a premium bottom line:

- Boost Occupancy** - Brava community, complements resident satisfaction.
- Support Health** - Your residents at the push of a button.
- Life-Changing Convenience** - full meals in a small space.
- Enhance Safety and Independence** - flame and has an automated or juggling hot pans.

To learn more about bringing Brava to your community, contact:

Darin Leonardson  
Brava Senior Living Consultant  
425-269-6206  
darinleonardson@brava.com

Schedule a Meeting

<https://www.healthyseniorspoll.org/reports/move-ins>

Here's why your residents will love Brava:

- Guided In-Home Cooking** - Residents cook chef-quality meals by following step-by-step instructions on the Brava display.
- Safety** - No bending over to open the oven, no more juggling hot pans and no open flame.
- Community Connection** - With the online Brava Home Community, residents can share advice, recipes and photos.
- Taking Control of Health** - Staying active in the kitchen reduces the risk of neurodegenerative disease. Residents will increase their lifespan and healthspan by cooking healthy meals at home.

With thousands of fully-automated recipe programs and 10 manual cooking modes, your residents will love having Brava in their kitchens.

To learn more about bringing Brava to your community, contact:

Darin Leonardson  
President and CEO, Transformed Culinary Solutions  
425-269-6206  
darin@transformedculinarysolutions.com

Schedule a Meeting

## Email Marketing

# GD USA

HEALTH + WELLNESS DESIGN AWARD  
2023 WINNER



# Arche Healthcare | Podiatric Healthcare Solutions



MEET DAVID

leap2030

DAVID IS ONE OF THE 230<sup>1</sup> AMERICANS THAT HAD A DIABETES-RELATED AMPUTATION TODAY.

IN FACT, IT'S ESTIMATED THAT A LEG IS AMPUTATED EVERY 30 SECONDS.<sup>1</sup>

1. Caffrey, Mary. "Diabetic Amputations May Be Rising in the United States." A3MC. Dec. 11, 2018. <https://www.a3mc.com/view/diabetic-amputations-may-be-rising-in-the-united-states>

**Did you know?**

37% OF DIABETES PATIENTS WHO SUFFER A LOWER EXTREMITY AMPUTATION WILL UNDERGO ANOTHER AMPUTATION WITHIN FIVE YEARS.<sup>2</sup>

MORE THAN 80% OF AMPUTATIONS BEGIN WITH NON-HEALING FOOT ULCERS.<sup>3</sup>

UP TO 50% OF PEOPLE WHO ENDURE AN AMPUTATION DUE TO DIABETES WILL DIE WITHIN TWO YEARS.<sup>4</sup>

THIS CANNOT CONTINUE.

TAKE A STAND FOR DIABETIC FOOT HEALTH.

2. <https://doi.org/10.1007/s11154-020-09525-5>  
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6000000/>  
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6000000/>

LEAP 2030 Teaser Booklet

☺ ☺ ☺

"Life is not over because you have diabetes. Make the most of what you have. Be grateful."

– Dale Evans

leap2030

80% of amputations begin with an ulcer...

leap2030

"It's just taking a while to heal."

leap2030

Resolve to take a stand for better foot health. Sign the petition today.

leap2030

HERMES CREATIVE AWARDS

GD USA

HEALTH & WELLNESS DESIGN AWARD 2023 WINNER

Social Media



# AlixaRx | Long-Term Care Pharmacy Services

**alixaRx**

## Reduce Waste and Increase Savings

AlixaRx provides pharmacy services that support high-quality resident care. Our on-site pharmacy services are efficient, precise and focused on the needs of the individual. Our approach to medication dispensing leads to reduced waste and increased cost savings.

- 40** fewer tablets and capsules dispensed per patient per month
- 57,000** doses per year that don't get dispensed or billed\*
- 8-10%** cost savings\*\*

**Here's how AlixaRx can help you realize cost savings:**

- An average of 40 fewer tablets and capsules are dispensed per patient each month. This adds up to 57,000 doses per year that don't get dispensed or billed.\*
- On-site pharmacy technology packages medications in a daily supply instead of a traditional "delivery dependent" punch card system.
- AlixaRx bills retrospectively, only for medications that are actually used, which leads to 8-10% cost savings\*\* when compared to traditional pharmacies that bill for medications at the time of dispensing.
- AlixaRx has only one monthly dispensing fee, unlike traditional pharmacies that charge more for 7- or 14-day supplies.

Ready to learn more? Contact us today to receive a free cost-savings analysis for your facility.

214-778-0300  
AlixaRx.com

Sales Fliers

**alixaRx**

## Resident-First Pharmacy Services

AlixaRx believes that providing high-quality resident care requires strong collaboration between dedicated caregivers and your pharmacy team. We provide on-site pharmacy services that are efficient, precise and focused on the needs of the individual. Pharmacists at AlixaRx leverage the latest technology to provide individual care and attention to every resident's unique medication needs.

**Here's how AlixaRx can help your residents and your business:**

- Cost savings through daily on-site dispensing and reduced waste
- Improved clinical outcomes through Therapeutic Interchange program
- Decreased unnecessary antibiotic use through Antibiotic Stewardship
- Nurse time savings through on-site medication dispensing and convenient packaging
- Over 90% of new admission or first dose medications available on-site at all times
- Improved utilization through formulary management
- Savings through industry best performance with prior authorization and non-covered approvals

**FACILITY COST SAVINGS**

- Total Pharmacy Cost
- Formulary Management Savings
- Therapeutic Interchange Savings
- Antibiotic Stewardship Savings
- Waste Savings
- Nurse Time Savings
- Non-Covered Savings

Ready to learn more? Contact us today to receive a free cost-savings analysis for your facility.

214-778-0300  
AlixaRx.com

Innovative Pharmacy Solutions,  
Enhanced Resident Care

**alixaRx**

The AlixaRx Difference | Who We Serve | Careers | Contact

## Resident-first pharmacy services. Value-focused solutions.

[Learn More](#)

**Get more with AlixaRx.**

AlixaRx is more than state-of-the-art pharmacy technology. We are one of the leading providers of long-term care pharmacy solutions across the country. When you work with us, you get a customized approach designed to save you money, while increasing safety and reducing waste.

[See the AlixaRx Difference](#)

**Safety**

Reduce risk of medication errors with secure dispensing technology.

**Access**

Immediate access to 40+ medications, on-site.

**Savings**

Reduce cost by eliminating drug waste and saving nursing hours.

**Resident-first pharmacy services create more time for direct care.**

“We have a lot more made in medication and have noticed a decrease in our pharmacy bill.”  
Director of Nursing Services  
Longwood Medical Center

“The AlixaRx system is much more convenient than our previous solution, and the ability to be very responsive and much more timely than our previous pharmacy provider.”  
Executive Director  
Hennepin County

“I've been in the business a long time, and the AlixaRx system is phenomenal compared to any other out there.”  
Executive Director  
Hennepin County

Elevate your career at AlixaRx

With competitive pay, performance bonuses, a comprehensive benefits package and the pride that comes with working in a community, AlixaRx is a great place to grow!

[Search Available Careers](#)

Follow Us

**HERMES**  
CREATIVE AWARDS

Website

**alixaRx**

## It's time for a

## We're Hiring!

Find a job near you.

**alixaRx**

## Looking to get out from behind the cash register?

Recruitment Social Media Posts


# Village On The Isle | Continuing Care Retirement Community



Social Media Posts



# Trio Healthcare | Skilled Nursing & Long-Term Care



**ELIZABETH ADAM CRUMP**  
HEALTH & REHAB

**Get the long-term care and financial assistance you and your family deserve.**

Elizabeth Adam Crump Health and Rehab is here to make long-term care accessible to our community. While people often think they cannot afford long-term care, many are eligible for financial assistance through Medicaid. Our team is ready to help you navigate the Medicaid application process to get the compassionate care you need.

**Long-term care can benefit people who:**


- Need 24-hour support and supervision or more assistance than can be provided by a loved one or part-time home care
- Need a higher level of therapy services to help regain strength, function, and mobility
- Are experiencing a decline in health, memory or cognitive function that creates a safety issue at home

**Long-term care brings:**

- Around-the-clock assistance with activities of daily living, including bathing, medications and meals
- Access to comprehensive care services from a dedicated team of healthcare professionals
- Access to therapy services on-site to build strength and regain function and mobility
- Therapeutic recreation and activities and opportunities for social interaction

**Gain the peace of mind and support you or your loved one needs. Contact us today.**


Elizabeth Adam Crump Health & Rehab  
Inessa Regis, Admissions Director  
804-709-6081 • [jag@elizabethadamcrumphab.com](mailto:jag@elizabethadamcrumphab.com)  
7600 Mountain Road, Glen Allen, VA 23060  
[elizabethadamcrumphab.com](http://elizabethadamcrumphab.com)




**Here for you every step of the way.**

**5 Signs Your Loved One May Need Long-Term Care**


- Change in appearance such as vast weight gain or loss, uncut nails or unbrushed teeth.
- Unkept living space with things like lots of unopened mail or items in strange places.
- Medications that appear to not be taken as directed or refilled appropriately.
- Difficulty completing daily activities like dressing or eating.
- Confusion about names, dates or places.




**Is there someone in your life whose ability to care for themselves appears to be declining?**




## Long-Term Care Campaign



**Monday got you down?**



**Get that new job glow.**



**Got a case of the Mondays?**

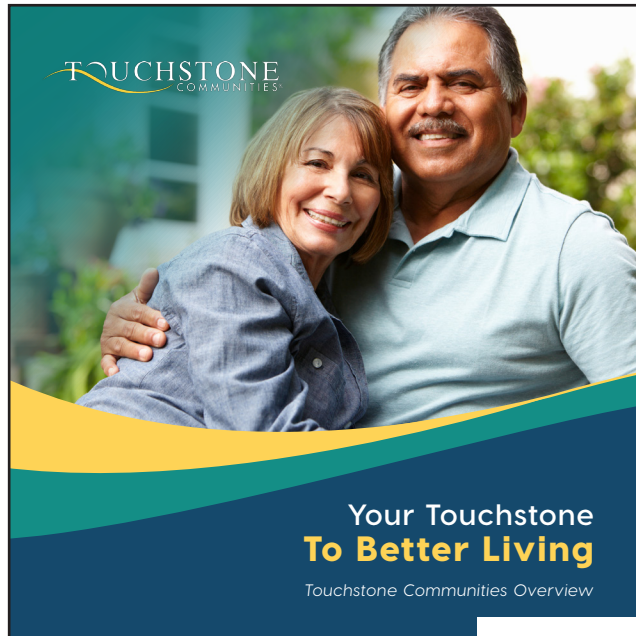


**Amplify your hourly rate!**



## Recruitment Social Media Campaign

# Touchstone Communities | Skilled Nursing



All Communities Brochure



TV Commercial



Survey Preparedness



Newspaper Ad



Bilingual Newspaper Ad



# Who We've Helped



A.G.Rhodes



brava



FISCHER HEALTH CARE CONSULTING



Hawaii HEALTH NETWORK



PHASE1 EQUITY



Wellington HEALTH CARE

# Creatively crafting connections for the healthcare industry.

**healthcraft creative solutions**

**Ready to get crafting?**

**Hal Price, Ph.D., Chief Business Development Officer**

435-640-4907

[hal.price@healthcraftcreative.com](mailto:hal.price@healthcraftcreative.com)

[healthcraftcreative.com](http://healthcraftcreative.com)

Equal opportunity provider of healthcare services. Results will vary based on individual business, and Healthcraft Creatives Solutions does not guarantee future outcomes.

